ATTACHMENT A
Clean version of all pending claims

IN THE CLAIMS:

1.   A method for reducing excess capacity during non-peak demand periods for a service business that experiences periods of peak demands for service and periods of non-peak demands for service through a web-site, the method comprising the steps of:

enabling one or more businesses to post one or more items for auction wherein the item is valid for a predetermined period of time corresponding to a non-peak demand period;

enabling one or more users to place a bid on the item for auction;

processing bids to determine a winner; and

awarding the winner the item; wherein the item is redeemable for service by the business during the predetermined non-peak demand period of time.

2.   The method of claim 1 wherein the business sets a minimum bid for the item for auction.

3.   The method of claim 1 wherein the business is a restaurant and the item for auction is a dining certificate for use at the restaurant.

4.   The method of claim 1 wherein the step of enabling one or more users to bid on the item for auction includes a registration process where the user provides at least one or more of identification, demographic and service preference information.

5.   The method of claim 1 wherein the business is a restaurant and the step of enabling one or more businesses to post one or more items for auction includes a registration process where

the restaurant provides at least one or more of a restaurant description, meal description and

facilities description.

6.   The method of claim 1 wherein the business is a restaurant and a user can search for one

or more auctions of interest by one or more of restaurant name, cuisine type, location, specified

time, and meal.

7.   The method of claim 1 wherein the step of enabling one or more users to place a bid on

the item for auction includes placing a quantity of item amount and a bid amount.

8.   The method of claim 1 wherein the step of enabling one or more users to place a bid on

the item for auction includes an auto-bid feature where the user submits a maximum bid amount

and a bid increment amount where the bids are automatically incremented to the maximum

amount as necessary.

9.   The method of claim 1 wherein the step of enabling one or more users to place a bid on

the item for auction includes an instant purchase feature that enables the business to specify a

fixed dollar amount for which the user can buy the item without participating in the auction.

10.   The method of claim 1 wherein a user can create a personalized auction page where the

user creates an auction list comprising a list of one or more auctions of interest and monitors the

one or more auctions of interest on the auction list.

11.   The method of claim 1 further comprising the step of rewarding the user for referring one

or more new users to the web-site.

12.   The method of claim 1 further comprising the step of rewarding the user for referring one

or more new businesses to the web-site.

13.   The method of claim 1 further comprising the step of enabling the user to monitor rewards awarded to the user and redeem the rewards.

14.   The method of claim 1 further comprising the step of enabling the business to display an advertisement for an auction at a premium space.

15.   The method of claim 1 further comprising the step of displaying a list of current auctions and enabling the user to participate in a current auction.

16.   The method of claim 1 wherein the business is a restaurant and a restaurant guide enables the user to search for one or more restaurants of interest by one or more of cuisine type, location, and price range.

17.   The method of claim 16 further comprising the step of enabling users to post ratings and reviews of dining experiences at one or more restaurants of interest.

18.   The method of claim 16 further comprising the step of enabling users to view ratings of one or more restaurants of interest posted by other users.

19.   The method of claim 16 further providing a hyper-link to a separate restaurant page containing information regarding the restaurant of interest including one or more of description of the restaurant, type of food, services, and facilities.

20.   The method of claim 1 further comprising the step of providing a recipe center where users may view recipe and cooking information.

21.   The method of claim 1 further comprising the step of providing a gifts center where users may purchase merchandise.

22.   The method of claim 1 further comprising the step of enabling users to participate in a chat/message board.

23.   The method of claim 1 further comprising the step of enabling the business to track and monitor current bids on items posted by the restaurant.

24.   The method of claim 1 further comprising the step of enabling the business to set an auction schedule where the business designates a specified number of items to be auctioned at a specified time period.

25.   The method of claim 1 further comprising the step of enabling the business to create a survey for users to complete where users provide one or more of demographic, identification, and service preference information and where the information is used for targeted marketing and promotions.

26.   The method of claim 1 wherein bidding data and user information are aggregated and provided to businesses and wherein the business can use the information collected for targeted marketing and promotions.

27.   The method of claim 26 wherein user information includes sales history data.

28.   The method of claim 1 further comprising the step of enabling users to specify a preferred mode of information delivery from the business including one or more of email, a display at a personalized page on the web-site, and regular mail.

29.   The method of claim 1 further comprising the step of providing an account module where the business can monitor the number and type of items sold along with its account status with the web-site.

30.   The method of claim 1 further comprising the step of providing the business with a summary page outlining results of an auction for one or more items posted by the business.

31.   The method of claim 1 further comprising the step of receiving from the business a report indicating which winners redeemed auctioned items.

32.   The method of claim 1 further comprising the step of enabling the winner to download the item for redemption from the web-site or via electronic mail.

33.   The method of claim 1 wherein the winner pays for the item at the time of redemption and any amount over the value of the item.

34.   The method of claim 1 wherein the winner pays for the item at the time the winner is declared the winner.

35.   The method of claim 1 wherein an electronic certificate is sent to the business and the winner informs the business of the certificate at time of redemption.

36.   A method for reducing excess capacity during non-peak demand periods for a service business that experiences periods of peak demands for service and periods of non-peak demands for service, through a web-site, the method comprising the steps of:

    a business module enabling one or more businesses to post one or more items for auction wherein the item is valid for a predetermined period of time;

    a user module enabling one or more users to place a bid on the item for auction; and

    a system processor for processing bids to determine a winner; and

    an award module for awarding the winner the item wherein the item is redeemable for service by the business during the predetermined period of time.

37.   The system of claim 36 wherein the business sets a minimum bid for the item for auction.

38.   The system of claim 36 wherein the business is a restaurant and the item for auction is a dining certificate for use at the restaurant.

39.   The system of claim 36 wherein the user module includes a registration module where the user provides at least one or more of identification, demographic and service preference information.

40.   The system of claim 36 wherein the business is a restaurant and the restaurant module includes a registration module where the restaurant provides at least one or more of a restaurant description, meal description and facilities description.

41.   The system of claim 36 wherein the business is a restaurant and a user can search for one or more auctions of interest by one or more of restaurant name, cuisine type, location, specified time, and meal.

42.   The system of claim 36 wherein the user module includes placing a quantity of item amount and a bid amount.

43.   The system of claim 36 wherein the user module includes an auto-bid feature where the user submits a maximum bid amount and a bid increment amount where the bids are automatically incremented to the maximum amount.

44.   The system of claim 36 wherein the user module includes an instant purchase feature that enables the business to specify a fixed dollar amount for which the user can buy the item without participating in the auction.

45.   The system of claim 36 wherein a user can create a personalized auction page where the user creates an auction list comprising a list of one or more auctions of interest and monitors the one or more auctions of interest on the auction list.

46.   The system of claim 36 further comprising a reward module where the user is rewarded for referring one or more new users to the web-site.

47.   The system of claim 36 further comprising a reward module where the user is rewarded for referring one or more new businesses to the web-site.

48.   The system of claim 36 further comprising a reward monitor module where the user can monitor rewards awarded to the user and redeem the rewards.

49.   The system of claim 36 further comprising an advertisement module where the business can display an advertisement for an auction at a premium space.

50.   The system of claim 36 further comprising a current auction module where a list of current auctions is displayed to the user where the user can participate in a current auction.

51.   The system of claim 36 wherein the business is a restaurant and a restaurant guide enables the user to search for one or more restaurants of interest by one or more of cuisine type, location, and price range.

52.   The system of claim 51 further comprising a ratings module where users can post ratings and reviews of dining experiences at one or more restaurants of interest.

53.   The system of claim 51 further comprising a view ratings module where users can view ratings of one or more restaurants of interest posted by other users.

54.   The system of claim 51 further providing a hyper-link to a separate restaurant page containing information regarding the restaurant of interest including one or more of description of the restaurant, type of food, services, and facilities.

55.   The system of claim 36 further comprising a recipe center where users can view recipe and cooking information.

56.   The system of claim 36 further comprising a gifts center where users can purchase merchandise.

57.   The system of claim 36 further comprising a chat/message board for users to converse with other users and business representatives.

58.   The system of claim 36 further comprising a monitor current bids module where the business can track and monitor current bids on items posted by the business.

59.   The system of claim 36 further comprising an auction schedule module where the business can set an auction schedule where the business designates a specified number of items to be auctioned at a specified time period.

60.   The system of claim 36 wherein the business can create a survey for users to complete where users provide one or more of demographic, identification, and service performance information where the information is used for targeted marketing and promotions.

61.   The system of claim 36 wherein bidding data and user information are aggregated and provided to the business and wherein the business can use the information collected for targeted marketing and promotions.

62.   The system of claim 61 wherein user information includes sales history data.

63.   The system of claim 36 wherein users can specify a preferred mode of information delivery from the business including one or more of email, a display at a personalized page on the web-site, and regular mail.

64.   The system of claim 36 further comprising an account module where the business can monitor the number and type of items sold along with its account status with the web-site.

65.   The system of claim 36 wherein a summary page is provided to the restaurant outlining results of an auction for one or more items posted by the restaurant.

66. The system of claim 36 wherein a report of attendance indicating which winners redeemed the items is received from the business.

67. The system of claim 36 wherein the winner can download the item for redemption from the web-site or receive it via electronic mail.

68. The system of claim 36 wherein the winner pays for the item at the time of redemption and any amount over the value of the item.

69. The system of claim 36 wherein the winner pays for the item at the time the winner is declared the winner.

70. The system of claim 36 wherein an electronic certificate is sent to the business and the winner informs the business of the certificate at time of redemption.

71. A method for reducing excess capacity during non-peak demand periods for a service business that experiences periods of peak demands for service and periods of non-peak demands for service, the method comprising the steps of:

    a.   providing a web site to which one or more businesses can post an offer to auction one or more certificates for use at specified times, the one or more certificates having a predetermined value and being redeemable for services from the business;

    b.   receiving at the web site a bid from one or more bidders, specifying an amount the bidder is willing to pay for a certificate;

    c.   determining a winning bidder for at least one certificate;

    d.   issuing to the winning bidder a certificate, the certificate comprising identification of the business, the value of the certificate, specified times for use of the certificate, a unique certificate identifier and user identification information;

    e.   providing to the business a list of winning bidders;

    f.   receiving from the business a report indicating which bidders have redeemed certificates; and

    g.   collecting from the business a fee, including a fee for certificates redeemed.

72.   The method of claim 71 wherein the business is a restaurant and the web site enables potential bidders to search for auctions of interest by one or more of restaurant name, cuisine type, location, specified time, and meal.

73.   The method of claim 71 wherein the web site comprises one or more featured auctions sections that prominently display certain auctions.

74.   The method of claim 73 wherein the step of collecting a fee from the business comprises collecting a premium fee for featured auctions.

75.   The method of claim 72 wherein the results of a search retains a list of auctions meeting user specified search criteria and summary information about the auction, where each auction in the list comprises a hyper-link to a separate web page for that auction, the web page comprising more detailed information about the auction.

76.   The method of claim 75 wherein the web site further comprises a bid page from which a user can enter a bid, the bid page comprising a hyper-link to the separate web page for a particular auction.

77.   The method of claim 71 wherein a winning bidder pays for the certificate at the time the certificate is redeemed along with a payment for any amount for the service over the value of the certificate.

78.   The method of claim 71 wherein a winning bidder pays for the certificate at the time the bidder is declared a winning bidder.

79.   The method of claim 71 further comprising the step of receiving at the web site and storing profile information from a bidder prior to enabling the bidder to bid on an auction.

80.   The method of claim 79 wherein the profile information comprises at least user identification, user contact information and user preference information, further comprising the step of contacting the user when auctions corresponding to the user preference information are posted.

81.   The method of claim 79 further comprising the step of making available to each user for whom profile information is stored a personalized auction information page, the personalized auction page comprising personalized auction lists, auction reward information and current profile information.

82.   The method of claim 71 wherein the web site further comprises a restaurant guide, the method further comprising the step of receiving at the web site restaurant reviews by users.

83.   The method of claim 82 wherein the restaurant guide is searchable and comprises a hyper-link from a search result page to auctions for restaurants listed on the search result page.

84.   The method of claim 71, the web site further comprising an auction status listing, the method further comprising the step of displaying current auction status information comprising an auction closing time and bid information including the current bid, bid increment and minimum bid.

85.   The method of claim 71 wherein a business may permit one or more certificates to be subject to an instant award at a fixed amount whereby a user can ensure entitlement to a certificate by paying the fixed amount rather than participating in an auction.

86.   The method of claim 71 wherein the web site comprises a proxy bidding system where a bidder can specify a maximum amount the bidder is willing to bid for a certificate and the proxy bidding system will enter bids automatically for the bidder up to the specified maximum.

87.   The method of claim 71 further comprising an auction management module for a registered business, the auction management module comprising a listing of the business' current auction postings, customer information, and certificate sales history.

88.   The method of claim 71 comprising an auction management module, the auction management module enabling a registered business to create, delete and modify auctions and track current bid information.

89.   The method of claim 71 further comprising the step of collecting at the web site information about each bidder that bids on one or more certificates for a particular business, and providing to that business aggregate data on those bidders that bid on one or more certificates for that business, including demographic information, bid frequency and number of redemptions.

90.   The method of claim 89 further comprising the step of generating a targeted promotion directed at customers of a particular business based on the aggregate data.

91.   The method of claim 87 further comprising the step of analyzing historical sales data to determine average winning bid amounts for certificates having a predetermined value, by a specified time period.

92.   The method of claim 91 further comprising the step of using the average winning bid amount and adding a premium to it to determine an instant award amount.

93.   The method of claim 71 further comprising an account page for each business to enable a business to view the number and type of certificates it has sold, its account status with the web site and business profile information.

94.   The method of claim 71 wherein the step of posting an offer further comprises enabling a business to enter one or more of an item description, time restriction information, a value, a minimum bid amount, the quantity of certificates, the duration of the auction and the recurrence of the auction.

95.   The method of claim 94 further comprising the step of offering to the business one or more options to increase the likelihood that consumers will focus on that business' auction, the options including a boldface title for the auction, a category feature auction and an auction home page feature, and further comprising the step of collecting a premium from the business for using one or more of such options for a given auction.

96.   The method of claim 71 further comprising the step of maintaining an auction attendance list, the list comprising, for each auction on the list, an auction identification number, a close date, a retail amount value, time restrictions information, winning bidder information and redemption status information.

97.   The method of claim 71 further comprising the step of e-mailing customers notification that an auction has been posted.

98.   The method of claim 71 further comprising the step of collecting user profiles at the web site, determining auctions of interest to specified users based on preference information in the

users profile and contacting the user about auctions corresponding to the users preference information.

99.   The method of claim 71 comprising the step of providing an award credit to users that refer one or more businesses to the web site.

100.   The method of claim 71 further comprising the step of notifying a losing bidder that an auction that the bidder bid on closed without that bidder being a winning bidder and notifying that bidder of other auctions that correspond to one or more parameters of the auction on which the bidder unsuccessfully bid.

101.   The method of claim 71, the web site further comprising a recipe page to enable users to share recipes.

102.   An on-line system for reducing unused capacity for one or more businesses during non-peak demand periods, where the business experiences periods of peak demands and periods of non-peak demands, the method comprising:

    a.   a web site to which a business can post an offer to auction one or more certificates for use at specified times to reduce unused capacity, the one or more certificates having a predetermined value and being redeemable for services from the business;

    b.   a bidding module for receiving at the web site a bid from one or more bidders, specifying an amount the bidder is willing to pay for a certificate;

    c.   a processor for determining a winning bidder for at least one certificate;

    d.   a certificate issuing module for issuing to the winning bidder a certificate, the certificate comprising identification of the business, the value of the certificate, specified times for use of the certificate, a unique certificate identifier and user identification information;

e.   a listing module for providing to the business a list of winning bidders;

f.   a report module for receiving from the business a report indicating which bidders have redeemed certificates; and

g.   a fee module for collecting from the business a fee for certificates redeemed.

103.   The system of claim 102 wherein the business is a restaurant and the web site enables potential bidders to search for auctions of interest by one or more of restaurant name, cuisine type, location, specified time, and meal.

104.   The system of claim 102 wherein the web site comprises one or more featured auctions sections that prominently display certain auctions.

105.   The system of claim 104 wherein the fee module comprises collecting a premium fee for featured auctions.

106.   The system of claim 105 wherein the results of a search retains a list of auctions meeting user specified search criteria and summary information about the auction, where each auction in the list comprises a hyper-link to a separate web page for that auction, the web page comprising more detailed information about the auction.

107.   The system of claim 106 wherein the web site further comprises a bid page from which a user can enter a bid, the bid page comprising a hyper-link to the separate web page for a particular auction.

108.   The system of claim 102 wherein a winning bidder pays for the certificate at the time the certificate is redeemed along with a payment for any amount over the value of the certificate.

109.   The system of claim 102 wherein a winning bidder pays for the certificate at the time the bidder is declared a winning bidder.

110. The system of claim 102 further comprising a profile module for receiving at the web site and storing profile information from a bidder prior to enabling the bidder to bid on an auction.

111. The system of claim 110 wherein the profile information comprises at least user identification, user contact information and user preference information, further comprising the step of contacting the user when auctions corresponding to the user preference information are posted.

112. The system of claim 110 further comprising a personalized auction page for each user for whom profile information is stored, the personalized auction page comprising personalized auction lists, auction reward information and current profile information.

113. The system of claim 102 wherein the web site further comprises a restaurant guide, the system further comprising restaurant reviews by users at the web site.

114. The system of claim 113 wherein the restaurant guide is searchable and comprises a hyper-link from a search result page to auctions for restaurants listed on the search result page.

115. The system of claim 102, the web site further comprising an auction status listing, the system further comprising a display module for displaying current auction status information comprising an auction closing time and bid information including the current bid, bid increment and minimum bid.

116. The system of claim 102 wherein a business may permit one or more certificates to be subject to an instant award at a fixed amount wherein a user can ensure entitlement to a certificate by offering the fixed amount rather than participating in an auction.

117.   The system of claim 102 wherein the web site comprises a proxy bidding system where a bidder can specify a maximum amount the bidder is willing to bid for a certificate and the proxy bidding system will enter bids automatically for the bidder up to the specified maximum.

118.   The system of claim 102 further comprising an auction management module for registered business, the auction management module comprising a listing of the business' current auction postings, customer information, and certificate sales history.

119.   The system of claim 102 comprising an auction management module, the auction management module enabling registered businesses to create, delete and modify auctions and track current bid information.

120.   The system of claim 102 wherein information about each bidder that bids on one or more certificates for a particular business is collected at the web site, and providing to that business aggregate data on those bidders that bid on one or more certificates for that business, including demographic information, bid frequency and number of redemptions.

121.   The system of claim 120 wherein a targeted promotion directed at customers of a particular business based on the aggregate data is generated.

122.   The system of claim 118 wherein historical sales data is analyzed to determine average winning bid amounts for certificates having a predetermined value, by a specified time period.

123.   The system of claim 122 wherein a premium is added to the average winning bid amount to determine an instant award amount.

124.   The system of claim 102 further comprising an account page for each business to enable a business to view the number and type of certificates it has sold, its account status with the web site and business' profile information.

125.   The system of claim 102 wherein posting an offer further comprises enabling a business to enter one or more of an item description, time restriction information, a value, a minimum bid amount, the quantity of certificates, the duration of the auction and the recurrence of the auction.

126.   The system of claim 125 wherein the business is offered one or more options to increase the likelihood that consumers will focus on that business' auction, the options including a boldface title for the auction, a category feature auction and an auction home page feature, and further comprising the step of collecting a premium from the business for using one or more of such options for a given auction.

127.   The system of claim 102 further comprising an auction attendance list comprising, for each auction on the list, an auction identification number, a close date, a retail amount value, time restrictions information, winning bidder information and redemption status information.

128.   The system of claim 102 wherein customers are notified that an auction has been posted by email.

129.   The system of claim 102 wherein user profiles are collected at the web site, auctions of interest to specified users based on preference information in the users profile are determined and the user is informed of auctions corresponding to the users preference information.

130.   The system of claim 102 wherein an award credit is provided to users that refer businesses to the web site.

131.   The system of claim 102 further comprising a notification module for notifying a losing bidder that an auction that the bidder bid on closed without that bidder being a winning bidder and notifying that bidder of other auctions that correspond to one or more parameters of the auction on which the bidder unsuccessfully bid.

132.   The system of claim 102, the web site further comprising a recipe page to enable users to share recipes.

133.   A web site through which at least one restaurant can offer at least one discounted gift certificate for use during predetermined times to reduce excess capacity during non-peak demand periods for a restaurant that experiences periods of peak demands for service and periods of non-peak demands for service, the certificate being offered on predetermined terms by the restaurant, the web site comprising:

a listing of the at least one certificate being offered and an indication of the terms on which the certificate is being offered; and means for enabling a user to purchase the discounted gift certificate by either participating in an auction for the gift certificate and being the highest bidder or via an immediate buy option at a fixed discounted price without bidding.

134.   The web site of claim 133 wherein the restaurant sets a minimum bid price for an auction and awards the at least one certificate to the highest bidder.

135.   The web site of claim 133 wherein the certificate is valid during a non-peak demand period to reduce excess capacity.

136.   The web site of claim 133 wherein the web site includes an auction display feature, the auction display comprising one or more of the name of the restaurant, a description of the gift certificate, including the period of validity and value, any minimum bid requirement, and the status of the auction, including the current bid and the time left for bidding.

137.   The web site of claim 133 wherein the web site includes a certificate display feature, the display comprising one or more of the name of the restaurant, a description of the gift certificate, the status of any auction for the gift certificate, and, if an immediate buy option is available for

the gift certificate, an indication that the immediate buy option is available and a fixed discounted price for the immediate buy.

138. The web site of claim 133 wherein the web site includes an auction display feature, the auction display comprising the name of the restaurant, a description of the gift certificate, including the period of validity and value, any minimum bid requirement, and the status of the auction, including the current bid and the time left for bidding.

139. The web site of claim 133 wherein a single restaurant may simultaneously offer multiple gift certificates, and the web site includes an auction display feature, the auction display comprising one or more of the name of the restaurant, the number of certificates available, a description of the gift certificates, including the period of validity and value, any minimum bid requirement, and the status of the auction, including the current bid and the time left for bidding.

140. The web site of claim 133 wherein a single restaurant may simultaneously offer multiple certificates, and the web site includes an auction display feature, the auction display comprising the name of the restaurant, the number of certificates available from the restaurant, a description of the gift certificates, including the period of validity and value, any minimum bid requirement, and the status of the auction, including the current bid and the time left for bidding.

141. The web site of claim 133 wherein more than one restaurant can offer gift certificates through the same web site, the web site includes an auction display feature, the auction display comprising the names of the restaurants, and for each restaurant, one or more of a description of the gift certificate for each restaurant, including the period of validity and value, any minimum bid requirement, and the status of the auction, including the current bid and the time left for bidding.

142.   The web site of claim 133 wherein more than one restaurant can offer gift certificates through the same web site, the web site includes an auction display feature, the auction display comprising the names of the restaurants, and for each restaurant, a description of the gift certificate, including the period of validity and value, any minimum bid requirement, and the status of the auction, including the current bid and the time left for bidding.

143.   The web site of claim 133 wherein more than one restaurant can offer gift certificates through the same web site, where each restaurant may simultaneously offer multiple certificates, and the web site includes an auction display feature, the auction display comprising one or more of the names of the restaurant, and for each certificate, the number of certificates available, a description of the gift certificates, including the period of validity and value, any minimum bid requirement, and the status of the auction, including the current bid and the time left for bidding.

144.   The web site of claim 133 wherein more than one restaurant can offer gift certificates through the same web site, where each restaurant may simultaneously offer multiple certificates, and the web site includes an auction display feature, the auction display comprising the name of the restaurant, and for each certificate, the number of certificates available, a description of the gift certificates, including the period of validity and value, any minimum bid requirement, and the status of the auction, including the current bid and the time left for bidding.

145.   The web site of claim 133 wherein a user must register with the web site prior to bidding on or purchasing a gift certificate.

146.   The web site of claim 133 wherein a user must register with the web site prior to bidding on or purchasing a gift certificate and provide identification information.

147.   The web site of claim 133 wherein a user must register with the web site prior to bidding on or purchasing a gift certificate and provide demographic information.

148.   The web site of claim 133 wherein a user must register with the web site prior to bidding on or purchasing a gift certificate and provide identification and demographic information.

149.   The web site of claim 133 wherein the web site includes a restaurant search module.

150.   The web site of claim 133 wherein the web site includes a restaurant search module including an interactive restaurant guide.

151.   The web site of claim 133 wherein the web site includes a restaurant search module, the search module enabling a user to search for a restaurant by desired cuisine, zip code or other geographic area parameters or other search parameters.

152.   The web site of claim 133 wherein the web site includes a restaurant listing module, wherein the listing module provides a listing of restaurants by cuisine type, zip code or geographic area parameters or other listing parameters.

153.   A web site through which more than one restaurant can offer at least one discounted gift certificate for use during predetermined times to reduce excess capacity during non-peak demand periods, where the restaurant experiences periods of peak demands for service and non-peak demands for service, the certificate being offered on predetermined terms by each restaurant, the web site comprising at least one of:

    a.   a restaurant search module, the search module enabling a user to search for a restaurant by desired cuisine, zip code or other geographic area parameters or other search parameters; and

b.   a restaurant listing module, wherein the listing module provides a listing of restaurants by cuisine type, zip code or geographic area parameters or other listing parameters; and further comprising: a display module, displaying for each restaurant or certificate:

     i.   the name of the restaurant; and

     ii.   a description of the certificates being offered including an indication of the terms on which the certificate is being offered;

c.   an auction module, through which users may bid on certificates being offered via auction and certificates may be sold to the highest bidder; and

d.   an immediate buy feature through which a user may immediately purchase a gift certificate at a fixed discounted price without bidding.

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